**Kids Game Company Data Analysis Report**

**Suparna Mondal**

This report analyzes the conversion funnel performance of various products across different countries and their yearly improvement. The primary metrics examined are the conversion rates at each stage of the funnel: from page views to downloads, downloads to trials, and trials to subscriptions. The goal is to identify business areas that are performing well and highlight areas that need improvement. I have analyzed this dataset using only Power Bi as I found it more convenient for visualization.

**Data**: The data is the file named “Kids\_Game\_Company\_data.csv”

**Data Description**

The dataset includes the following columns:

Date: The date of the data entry.

Country: The country where the data was collected.

Name: The name of the game.

Product Page Views: The number of app store page views the game received on the Apple store.

Downloads: The number of times the game was downloaded.

New Trials: The number of trials the game garnered.

New Subscriptions: The number of trials that converted to a subscription.

Product Version: The version of the product.

**This dataset does not contain any duplicate, errors or missing values.**

By analyzing we can see few trends -

Few areas are high performers and few are low . As low variance in Download and Trial conversion to Trial and Subscription suggests there are challenges in convincing trial users to subscribe. This could be due to factors such as the trial experience, pricing, perceived value, or other barriers.

**High Performers -**

* **UK,Other, USA, Canada, Australia , Denmark, Netherland , Spain , Sweden , UAE , India , Norway , South Africa** is doing good in **Page Views to Downloads Conversion Rate**
* **UK,Other, USA, Canada, Australia , Denmark, Sweden , India , Norway , South Africa** is doing good in **Downloads to New Trials Conversion Rate**
* **UK,Other, USA, Canada, Australia , Denmark, Sweden, Spain** is doing good in **New Trials to Subscriptions Conversion Rate**

**Low Performers -**

* **Russia , Italy, Germany , Austria , Croatia , Poland , Switzerland , France , Greece , Portugal and Ukraine** have **very few users**.
* **Netherland** people more likely **lose interest after downloading the app**
* **Downloads to Trials Conversion Rate** and is low in **Brazil , Russia , Italy, Germany , Austria , Croatia , Poland , Switzerland , France , Greece , Portugal , Ukraine**
* **Trials to Subscriptions Conversion Rate** is low in **Norway , South Africa , India , UAE, Russia , Italy, Germany , Austria , Croatia , Poland , Switzerland , France , Greece , Portugal , Ukraine**

**Areas Can be improved-**

* Those are only interested till the trial phase , in that case maybe the price or some location or ethnicity wise customization in the games and learning videos can improve the conversion rate.
* As Netherland people more likely lose interest after downloading the app so There may be a certain discount or free trial can help in increasing the next conversion ratio
* Though in Spain most of the users are likely to get converted into subscribed use from the trial period . but the conversion ratio from download to trial is considerably less than other western countries.
* Those countries which have very few users. So focusing on advertising through different platforms in those countries may increase the engagement of users .
* Focus on Onboarding: As the "Downloads to Trials Conversion Rate" is low in Brazil , Russia , Italy, Germany , Austria , Croatia , Poland , Switzerland , France , Greece , Portugal , Ukraine, focus on improving the initial user experience and onboarding process to encourage more downloads to start a trial.
* Improve Trial to Subscription: As the "Trials to Subscriptions Conversion Rate" is low in Norway , South Africa , India , UAE, Russia , Italy, Germany , Austria , Croatia , Poland , Switzerland , France , Greece , Portugal , Ukraine, consider enhancing the trial experience, showcasing the value of the subscription, and possibly re-evaluating your pricing strategy.

**More ideas -**

* - Simplify the process to start a trial.
* - Clearly communicate the benefits of the trial and how to use the app effectively during the trial period.
* - Ensure that the trial period offers enough value and showcases the best features of the app.
* - Provide timely in-app prompts, tips, and support to help trial users experience the app's full potential.
* - Offer incentives to convert from trial to subscription, such as discounts or additional features.
* - Use personalized communication to remind users of the benefits of subscribing.
* - Collect feedback from trial users who did not convert and address any common issues.